



## **MEDIA BUY SUMMARY**

# HEATSTROKE

2021 HEATSTROKE PREVENTION CAMPAIGN

Updated: July 27, 2021

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# Executive Summary

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Since 1998, 882 children have died in the United States from vehicular heatstroke—most commonly when they were forgotten and accidentally left in a vehicle, and often when there was a change in the driver's daily routine. The goal of NHTSA's Heatstroke campaign is to prevent these tragic deaths by raising awareness of the dangers of forgetting or intentionally leaving young children in hot cars. The 2021 Heatstroke campaign will remind parents and caregivers to always think, "Where's Baby? Look Before You Lock." The campaign will target 25- to 44-year-old adults with children aged 2 and under.

Paid advertising will run April 28 through September 26, 2021 to cover the warmer months and surround National Heatstroke Prevention Day on May 1. The plan will run nationally, with additional media placements in states with the highest incidence of vehicular heatstroke from 1998–2020, and is based on an estimated \$2.55 million media budget..

State departments of transportation (DOTs) and state highway safety offices (SHSOs) may wish to reference this paid media strategy and resulting media buy details to develop their own media plans during the campaign period, or to adapt tactics and approaches for their own campaigns. Detailed recommendations for state DOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

The 2021 Heatstroke campaign media plan will use radio and digital/social media channels. This combination will provide repetition and continuity over the course of the campaign, maximizing reach and frequency with the available budget. Radio has the potential to reach over 80% of the target audience and will be the primary medium to reach the target audience on their most listened-to stations, while they are in their vehicles and when children are more likely to be at risk of being forgotten. Priority will be given to terrestrial radio; podcasts and streaming audio will also help deliver the Heatstroke campaign message to the target audience. Importantly for this year's campaign, NHTSA will engage radio host influencers to deliver Heatstroke campaign messaging to their audiences in an authentic way.

Digital and paid social media efforts will run nationally and will be weighted to heavily geotarget the 18 states that suffer the largest number of child heatstroke fatalities. This geotargeted digital weight will support the national radio plan in these areas. Digital/social media tactics will include digital direct buys, programmatic buys, ads on weather sites and apps (e.g., when the weather forecast is for higher temperatures) and paid social media ads.

There is very little difference between English-language and Spanish-language media consumption patterns; therefore, the strategy will be the same for both markets, with 20% of the budget being allocated to Spanish-language media channels.

## Campaign At-A-Glance

The goal of the 2021 Heatstroke campaign is to remind parents and caregivers to look before they lock so they never forget a child in a vehicle. The primary media strategy aims to build frequency to effectively communicate NHTSA's Heatstroke campaign message. The plan includes audio—terrestrial radio, podcasts and streaming audio—as well as digital and paid social media opportunities through an audience-targeting strategy using social media platforms with high reach potential. All mediums will be activated in both English and Spanish.

### Planned Campaign Assets

**Figure 1:** Campaign Assets

Campaign	Language	Asset	Where Used
Heatstroke 2021	English	Baby Talk	Radio
	English	Cry Baby	Radio
	Spanish	Bebé Olvidado	Radio
	English/Spanish	Sepia – Baby/Toddler	Digital (display/social)
	English/Spanish	Fleeting Thoughts	Digital (video)

### Advertising Period

Paid advertising for the campaign will run on flighted schedules Wednesday, April 28 through Sunday, September 26, 2021 to raise awareness during the deadliest months of the year.

The radio and digital/social flights will run the entirety of the campaign, with the heaviest weight running during the months of June, July and August (Figure 2).

**Figure 2:** Campaign Calendar

	April	May				June				July			
Media Tactic	28	3	10	17	24	31	7	14	21	28	5	12	19
Short Form Radio/Weather													
Radio :30	Focus on 18 States					National + 18 States							
Digital/Social	Focus on 18 States					National + 18 States							

  

	August					September			
Media Tactic	26	2	9	16	23	30	6	13	20
Short Form Radio/Weather									
Radio :30	National + 18 States					Focus on 18 States			
Digital/Social	National + 18 States					Focus on 18 States			

The paid media plan for the Heatstroke campaign will be national in scope. However, the plan will place additional weight on the 18 states that have suffered the highest number of vehicular heatstroke fatalities among children from 1998–2020 (Figure 3).

**Figure 3:** States with Highest Number of Pediatric Heatstroke Deaths 1998–2020

State	Total Deaths	Per Capita Deaths	Per Capita Rank
Texas	132	21.4	39
Florida	96	27.4	43
California	54	7.2	15
Arizona	42	30.8	46
Georgia	35	16.9	33
North Carolina	32	16.8	32
Louisiana	32	34.9	50
Tennessee	30	24	41
Oklahoma	29	36.3	51
Virginia	28	18	34
Alabama	28	31	48
Missouri	26	22.8	40
Kentucky	23	27.5	44
Ohio	20	9.3	22
Mississippi	20	34.1	49
South Carolina	19	20.7	39
Arkansas	18	30.8	47
Illinois	16	6.8	14

**Source:** Jan Null, CCM, Department of Meteorology and Climate Science, San Jose University, <http://noheatstroke.org>

### Target Audience

According to NoHeatstroke.org, the largest percentage of pediatric vehicular heatstroke deaths (53%) is caused by parents forgetting children in the back seat of the car. The age range of children who die after being forgotten is concentrated in the very young—with a staggering 88% of forgotten child deaths occurring among children aged 2 and under.

Market data show that 25- to 44-year-old adults make up the largest segment of the population who are parents of infants and toddlers. Therefore, the primary target audience for the campaign is 25- to 44-year-old parents with children aged 2 and under. The campaign's secondary target audience is Hispanic parents who primarily speak and consume Spanish media at home in the same demographic.

### Working Media Budget

The total budget for the Heatstroke 2021 campaign is estimated at \$2.55 million.

## Revision

A supplemental \$450,000 budget will extend the reach and promote the new digital video asset within the primary general market and secondary Hispanic target audiences. Additional online video tactics will include increased budget for The Trade Desk, Facebook and Instagram, and new media partners YouTube and Atmosphere TV. The supplemental schedule begins Monday, July 26 and will run for seven weeks through Sunday, September 12, in the 18 high-incident states where the most pediatric heatstroke fatalities have occurred. Fifteen percent of the additional supplemental budget will be allocated to Spanish-language impressions.

## Radio

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Radio ads will be distributed nationally with a weight emphasis on the 18 high-incident states where the largest number of pediatric heatstroke fatalities have occurred. The plan also will recognize May 1 as National Heatstroke Prevention Day.

### General Market Radio

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#### Westwood One

Westwood One is a leading media and entertainment company that includes a national audio network of 7,300 affiliates and operates 415 local stations in 86 U.S. markets. The Heatstroke plan is multi-platform and includes an influencer program using radio personalities, national and local broadcast schedules, podcast integrations and social media tactics with robust added value offerings.

#### *Westwood One Ambassadors for Child Safety*

For the Heatstroke campaign, Westwood One will tap into the power of trusted personalities who are also parents to raise awareness about the dangers of vehicular heatstroke—NHTSA's very-own ambassadors for child safety. These influencer integrations will include voiced reads, content sponsorships and social extensions on broadcast, podcast and digital platforms across the national network, with local footprints in high-incident states.

This campaign will ensure that the Heatstroke messaging is on the air nationally during the deadliest months of June, July and August and for the entirety of the campaign (April 28–September 26) in high-incident states.

National radio placements will use the following personalities:

#### **Carson Daly's "The Daly Download"**

- ▶ Father of four
- ▶ High index (142) with the campaign target audience: adults 25-44 who are parents of children under the age of 2
- ▶ Reaches 17 of the high-incident states with a high concentration in Louisiana, Arizona, Alabama, Kentucky, Arkansas, Illinois and South Carolina
- ▶ Includes voiced reads, :10 tags and social posts on Instagram and Twitter

### **"The Adam Bomb Show"**

- ▶ Father of two
- ▶ High index (165) with target audience
- ▶ Reaches 11 of the high-incident states with high concentration in Georgia, Oklahoma, Missouri, Kentucky and Arkansas
- ▶ Includes voiced reads and social posts

### **"The Kidd Kraddick Morning Show" (featuring J-Si Chavez)**

- ▶ Father of two
- ▶ Very high index (278) with target audience
- ▶ Reaches 16 high-incident states with high concentration in Texas, Louisiana, Tennessee, Georgia, Missouri and Arkansas
- ▶ Includes voiced reads (by J-Si), :05 tags and social posts

### **Lia Knight's "The Lia Show"**

- ▶ Mother of four
- ▶ High index (120) with target market
- ▶ Reaches nine high-incident states with high concentration in Texas, Virginia, Missouri, Kentucky, Ohio and Arkansas
- ▶ Includes voiced reads, :10 tags and social posts

### **"The Free Beer and Hot Wings Show" (co-host Gregg Daniels)**

- ▶ Father of three
- ▶ High index (122) with target audience
- ▶ Reaches seven high-incident states with high concentration in Tennessee (531 index) and Alabama
- ▶ Includes weekly features with :10 tags and social posts

### **"Weekends with Roula"**

- ▶ Mother of four
- ▶ High index (165) with target audience
- ▶ Reaches 15 high-incident states with high concentration in Texas, Georgia, Louisiana, Oklahoma, Alabama, Missouri, Kentucky, South Carolina and Arkansas
- ▶ Includes voiced reads, weekly "Mommy Melt Down" feature with :10 tag and social posts

### **"Tino Cochino Show" (co-host Serina Perez)**

- ▶ Mother of one
- ▶ High index (165) with target audience
- ▶ Reaches 10 high-incident states with high concentration in Arizona (499 index), Texas, California, Tennessee, Ohio and Missouri
- ▶ Includes voiced reads, "Real Talk" feature with :05 tag and social posts

### **"Zach Sang Show"**

- ▶ High index (165) with target audience
- ▶ Reaches 15 high-incident states with high concentration in Texas, Louisiana, Tennessee, Virginia, Alabama, Missouri, South Carolina and Illinois
- ▶ Includes in-program :10 mentions and social posts

### **"A Better Life" with Dr. Sanjay Gupta**

- ▶ High index (112) with target audience
- ▶ Reaches 18 high-incident states with high concentration in North Carolina, Louisiana, Tennessee, Oklahoma, Alabama, Missouri, Ohio, South Carolina, Arkansas and Illinois
- ▶ Includes :30 units in targeted news content

### **Additional Child Safety Ambassador Programming**

- "Morning Koffy"
  - High index (116) with target audience
  - Reaches 11 high-incident states with high concentration in Florida, Georgia, Louisiana, Tennessee, Missouri, Kentucky, Mississippi and South Carolina
  - Includes weekly "Country Music News" features with :10 tag and social posts
- "Rick & Bubba"
  - High index (120) with target audience
  - Reaches nine high-incident states with high concentration in Alabama (index 581), Florida, Georgia and Michigan
  - Includes in-program :10 mentions
- "The Big Time" with Whitney Allen
  - High index (120) with target audience
  - Reaches 15 high-incident states with high concentration in Louisiana, Tennessee, Kentucky, Ohio, Missouri, Kentucky and Illinois
  - Includes in-program :10 mentions and social posts
- "Nights with Elaina"
  - High index (120) with target audience
  - Reaches 14 high-incident states with high concentration in Texas, Louisiana, Tennessee, Georgia, Alabama, Ohio and Michigan
  - Includes weekly "Country Minute" features with :10 tag and social posts
- "The Bob & Sheri Show"
  - High index (118) with target audience
  - Reaches 12 high-incident states with high concentration in North Carolina (554 index), California, Tennessee, Alabama, Kentucky and South Carolina (528 index)
  - Includes weekly features with :10 tags and social posts
- "The Donnie McClurkin Show"
  - High index (110) with target audience
  - Reaches 11 high-incident states with high concentration in Georgia, Louisiana, Tennessee, Mississippi, Alabama and South Carolina
  - Includes in-program :10 mentions and social posts
- "The Bob & Tom Show"
  - Good index (90) with target audience
  - Reaches 16 high-incident states with high concentration in Missouri, Kentucky, South Carolina, Arkansas and Illinois
  - Includes in-program mentions and social posts



- “The Bert Show”
  - High index (165) with target audience
  - Reaches 14 high-incident states with high concentration in Georgia, Louisiana, Tennessee, Oklahoma, Alabama, Kentucky, South Carolina and Missouri
  - Includes social posts
- “Winning with Jekalyn Carr”
  - High index (110) with target audience
  - Reaches 11 high-incident states with high concentration in South Carolina, Alabama and Illinois
  - Includes in-program :10 mentions and social posts

In addition to the national radio placements, Westwood One will use influencer personalities Carly Waddell and Jade Roper Talbert from the podcast “Mommies Tell All” to deliver custom voiced :30 “Mindful Mom” vignettes. These :30 messages will be customized to focus on the “gained access” Heatstroke message and will run across terrestrial radio programming and the Cumulus Podcast Network.

Similarly, Westwood One will run custom, pre-recorded :60 Q&A vignettes voiced by the NHTSA Administrator and Westwood One talent. The focus of these child safety Q&As will be customized to focus on the “forgotten” and “gained access” Heatstroke messages. The Q&A spots will run in all national child safety ambassador programming listed above as well as high-indexing podcasts across the network.

### ***National Heatstroke Prevention Day Roadblock – Saturday, May 1***

This effort focuses on National Heatstroke Prevention Day and will include :15 branded spots that will air in the first stop set of every hour across all Cumulus radio stations. Spots will run during the afternoon drive daypart between 3 and 7 p.m., for a total of four times per station.

### ***Westwood One Sports***

Westwood One will extend the child safety ambassador programming into their sports programming on CBS Sports Radio. Placements will occur in 24/7 sports talk programming with live and voiced reads, :60 “CBS Sports Minutes” as well as in-program sports flashes and news updates. Additionally, the campaign will have NCAA and NFL in-game presence, including branded content in the Hall of Fame Game.

All CBS Sports programming will be voiced by Tiki Barber and will include a presence on his social media accounts as well as a weekly branded feature series titled “Smart Decision” in the “Tiki and Tierney” show. This show will focus on a player or coach that they feel made the best decision in their sport that week. NHTSA’s :10 messaging will be delivered live within the segment, tying in the Heatstroke campaign message.

► Tiki Barber

- Former American football running back, now a voice of CBS Sports and co-host of “Tiki and Tierney”
- Father of six
- High index (134) with target audience
- Reaches 17 high-incident states with high concentration in Arizona, Louisiana, Tennessee, Virginia, Alabama, Ohio, South Carolina and Arkansas

***News Traffic Weather Reports***

Weather reports will run April 28–June 6 and September 4–26 to bookend the above opportunities in high-incident states, which includes 52 markets and 146 stations, during prime dayparts, Monday–Friday, 6 a.m.–7 p.m. The Heatstroke message will be directly attached to the feature report and includes :15 ad units and :05 opening billboard.

The Westwood One terrestrial radio plan will run over the entirety of the 21-week campaign, delivering more than **122.6 million paid impressions**. Approximately 64% of the impressions will be delivered in high-incident states.

***Podcast Network and Digital Child Safety Ambassadors***

In addition to the “Mindful Mom” vignettes referenced above, Westwood One will create custom brand extensions across their podcast network. Live host reads will occur in entertainment and sports podcasts that index high with the target audience.

***Social Media Sponsored Content***

Westwood One will deliver the Heatstroke message across their social channels through the Cumulus Radio Group network of stations. This network will deliver additional impressions to the high-incident states on 564 local station social channels.

The podcast and social media plan will deliver **5.5 million impressions**.

***Added Value***

Added value will include a bonus flight that runs weekly throughout the entirety of the campaign (April 28–September 26) with :10 live mentions by hosts of various music programming formats on the 24/7 music network. These live messages will run throughout the day on over 1,000 affiliate radio stations.

Additionally, Westwood One will include a bonus schedule of :30 ad units to run across their Spanish-language networks. This schedule will run continuously across the entire campaign on 85 Spanish-language affiliates.

The added value portion of the plan will deliver more than **54.9 million impressions**, including Spanish-language bonus tactics, and represents 98% of the paid value.

In total, the Westwood One plan will deliver an estimated **182.5 million impressions**.

## **United Stations Radio Network-AccuWeather**

United Stations Radio Network (USRN) is a full-service network radio company that syndicates radio shows and services with every U.S. radio ownership group, giving access to the entire range of stations in the country. USRN syndicates AccuWeather programming on 548 radio stations nationally with important weather broadcasts.

NHTSA will run a fully customized radio activation that includes regular reminders from AccuWeather meteorologists during weather forecasts. It is significant to note that meteorologists have never included commercial messaging in their weather reports, but are making an exception for NHTSA's critical Heatstroke campaign.

### ***Terrestrial Radio***

The following elements will be included in the radio plan:

- ▶ :30 voiced reads by meteorologists
- ▶ Weekend spots on the USRN Young Adult Network, which is designed to provide added reach and capture active parents with young children while they are in their cars

### ***Added value:***

- ▶ :10 Heatstroke reminder billboards to run throughout the campaign

The AccuWeather terrestrial plan will deliver nearly **49.8 million impressions**. The added value portion of the plan is estimated at **22.2 million impressions** and accounts for approximately 10% of the paid value.

### ***AccuWeather Podcasts***

Podcast integrations will use the AccuWeather podcast lineup and will be available on all major platforms, including Apple Podcast, Google Play and Stitcher. NHTSA will have 100% share of voice.

Spots will run in the following AccuWeather podcasts as :30 pre-roll and :60 mid-roll voiced reads by podcast hosts:

- ▶ "Everything Under the Sun"
  - 260,000 downloads/impressions
- ▶ • "This Date in Weather History"
  - 103,000 downloads/impressions

### ***Added value:***

- ▶ Regular social media posts and logo on house ads for "Everything Under the Sun" on AccuWeather desktop and mobile
- ▶ Opportunity for a NHTSA spokesperson to be a guest on "Everything Under the Sun" to discuss heatstroke facts and figures, with recording and release date to coincide with National Heatstroke Prevention Day on May 1

The podcast portion of the plan will run weekly throughout the entirety of the campaign and will deliver a minimum of **360,000 impressions**. The added value portion of the plan will deliver a minimum of **1.1 million impressions** and accounts for approximately 50% of the paid value.

Overall, USRN/AccuWeather will deliver more than **50.1 million paid impressions** and **23.3 million added value impressions**.

## **iHeartMedia**

### ***Added Value***

iHeartMedia will supplement the general market plan with a bonus schedule using SmartAudio Broadcast Programming. The bonus schedule will run June 28–July 25 and will geotarget high-incident states Texas, Arizona and Florida.

The added value portion of the plan will deliver **14.7 million impressions**.

## **Spanish-Language Radio**

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### **SBS AIRE**

SBS AIRE is one of the largest Hispanic-controlled media and entertainment companies in the United States. The plan with SBS AIRE will use a combination of personality-focused programming and music networks. The personality programming will use highly rated shows “Alex Sensation” and the “El Terri Show.”

#### ***“Alex Sensation”***

DJ Alex Sensation is a popular, award-winning radio DJ, music tastemaker and recording artist. He is multi-cultural, charismatic and extremely energetic. His two-hour program on SBS AIRE runs on the weekends at various times in different markets. He appeals to audiences across all demographics and is the number-one program in all key Hispanic demographics among all U.S. radio stations.

#### ***“Al Aire con El Terrible”***

Alberto “El Terri” Cortez, host of “Al Aire con El Terrible,” is one of the most influential Latin radio personalities. A listener favorite, he is becoming widely recognized for lifting and empowering the Hispanic community through music and laughter.

The paid portion of the SBS AIRE plan will deliver an estimated **25 million impressions**.

### ***Added Value***

The added value portion of the plan will include bonus spots on “Alex Sensation” and the “Al Aire con El Terrible” as well as voiced reads by El Terri. The added value portion of the plan will deliver an estimated 17.3 million impressions and represents approximately 41% of the paid plan.

In total, SBS AIRE will deliver approximately **42.3 million impressions**.

## **iHeartMedia**

The iHeartMedia plan will run on all Spanish-language radio networks in high-incident states, including Georgia, Texas, California, Florida and Oklahoma. Units will run on Premiere Spot Networks, SmartAudio Broadcast Programming and iHeartMedia’s Weather and Traffic Network.

The paid portion of the iHeartMedia plan will run during the entirety of the campaign (April 28–September 26) and will deliver nearly **12.6 million impressions**.

### ***Added Value***

Added value will include a one-day saturation of units for National Heatstroke Prevention Day on May 1, which will run in 12 of the highest-indexing Hispanic markets: Corpus Christi, Texas; Fresno-Visalia, California; Harrisburg, Pennsylvania; Miami, Florida; Monterey-Salinas, California; Orlando, Florida; Phoenix, Arizona; San Antonio, Texas; Sioux City, Iowa; Tampa, Florida; Tucson, Arizona; and Tulsa, Oklahoma.

Additionally, iHeartMedia will offer custom news stories featuring a Spanish-speaking NHTSA spokesperson, placed in :30 increments using dynamic creative, which optimizes delivery of high-performing creative assets. These news stories will focus on the “gained access” message.

Bonus spots will also run on the weather network in high-incident markets as well as be dual-cast on the SmartAudio and weather networks.

The added value portion of the plan will deliver **1.1 million impressions** and is estimated at 34% of the paid plan.

In total, iHeartMedia will deliver an estimated **13.7 million impressions**.

### **Univision**

The plan will run from June–August on all major radio networks, including Futbol Liga Mexicana and TUDN (formerly known as Univision Deportes Network) stations on all top Hispanic markets, delivering **11.3 million paid impressions**.

## **Digital**

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Digital tactics will run nationally with an emphasis in the 18 high-incident states for the entirety of the campaign from April 28 through September 26.

### **General Market Digital**

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#### **Publisher Direct**

##### ***Meredith***

Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, parenting and home. Meredith is the number-one magazine operator in the United States, and owner of the largest premium content digital network for American consumers. Meredith reaches 18 million parents aged 22-39 with kids 2 years old or younger in the household. [Parents.com](https://www.parents.com) helps busy moms navigate the uncharted waters of parenthood and offers trusted advice in a familiar and understanding voice. Meredith is one of the best options for the Heatstroke campaign due to its audience size, cost efficiency and excellent performance during the 2020 campaign, where it delivered 105% of planned impressions.

Meredith will use first-party data to target adults with children aged 2 and under in states with high heatstroke fatalities. The plan will include the run-of-network display package, which will run within the Meredith network, including but not limited to Real Simple, Living, Shape, InStyle and Allrecipes. Ad units will include a leaderboard unit, medium rectangle unit and a mobile adhesion unit. In addition to display units, Meredith will also run pre-roll video with audience targeting on desktop, mobile and tablet.

All ads are geotargeted to the 18 high-incident campaign states and will deliver an estimated **2.1 million impressions**.

### *The Weather Channel*

The Weather Channel combines local forecast data with the predictive power of IBM artificial intelligence to incorporate a variety of weather data-driven functionalities into its targeting. NHTSA will use these dynamic creative and weather data capabilities to create a custom contextual banner that warns parents with young children when temperatures have reached dangerous levels for children to be left in cars. Because the majority of heatstroke-related deaths occur when the outside temperature is hot, the weather triggers for the Heatstroke message will be 86+ degrees.

Once the temperature reaches 86 degrees, custom messaging will ask users, "Where's Baby? Look Before You Lock." This allows NHTSA to assign different products, background imagery and messaging to each range while maintaining consistent layout and animation. The user's general location and temperature information may also be displayed in the unit.

The Weather Channel plan will deliver approximately **9.3 million impressions**.

### *Amazon*

Amazon presents an opportunity to reach the target audience using their evolving advertising platform. The 2021 Heatstroke plan will use the Amazon demand-side platform (DSP) to place ads both on and off Amazon properties to reach Amazon customers. The Amazon DSP is a programmatic platform targeting English-language Amazon customers across the internet and across multiple devices.

Overall, Amazon is uniquely positioned as an ad platform due to heavy adoption by the primary age ranges of new and expectant parents, with 81% of 18- to 34-year-olds, and 68% of 35- to 54-year-olds being Amazon Prime subscribers as of June 2020. Amazon's platform allows targeting of these key audiences and shopping behavior, with placement of ads on Amazon-exclusive properties, including over-the-top ads (OTT) via Amazon Fire TV. Placements will be in the form of display banners and video campaigns.

Harnessing display served across Amazon-owned properties as well as other properties accessible via open exchanges, this plan will allocate budget according to historic records of heat-related deaths by month. Allocating the budget in this manner will allow campaigns to reach the intended audience during the times when records indicate the highest risk exists.

The Amazon plan will deliver more than **21.8 million impressions**.

## **Over-the-Top/Connected Television (OTT/CTV)**

### *The Trade Desk-Hulu*

By using Hulu, NHTSA will receive increased incremental reach to those using streaming TV offerings, or full episode players. The OTT/CTV plan includes video spots as well as premium slates promoting NHTSA's message when a user selects a program.

The Hulu plan will deliver more than **2.8 million impressions**.

## **Digital Video/Online Video (OLV)**

### *The Trade Desk Open Exchange*

OLV will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV also will be mobile-heavy to reach the target audience on the device they use the most. Using The Trade Desk for OLV will allow for real-time optimizations to reduce frequency, preventing waste and increasing reach by achieving an efficient frequency around six to eight times across all tactics.

The Trade Desk will deliver an estimated **3.7 million paid impressions**.

### *YouTube*

YouTube will be run in-house through an internal Google team to maintain a cost-effective cost per completed view (CPCV) and ensure brand safe placement. YouTube videos are bought on a CPCV, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps deliver the message to users at a higher frequency but does not incur costs for those who skip the videos.

YouTube will deliver **1.7 million paid impressions**.

### *Atmosphere TV*

Atmosphere TV is a streaming TV service for businesses. The plan includes video at locations that over-index for the target audience, including office buildings and break rooms, pediatrician and medical waiting rooms, and gym/health clubs.

The Atmosphere TV plan will deliver **2.3 million paid impressions and 5.0 million added value impressions for a total of 7.3 million impressions**

## **Display**

### *Undertone*

Undertone develops immersive video, high-impact and display ad units that enable brands to engage consumers beyond the confines of traditional banner ads. In the 2020 NHTSA Heatstroke campaign, Undertone saw an average 6.1 times frequency. In 2021, NHTSA will use similar tactics to leverage high-impact units to increase awareness and reception to the Heatstroke message.

High-impact units will include:

- ▶ Page Grabber: A cross-screen full-page format that can house video content or display images
- ▶ Expandable Adhesion: A smartphone-only unit that expands from a 320x50 ad to a full-screen expansion and delivers additional warnings about heatstroke risk
- ▶ Brand Reveal: A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration

### ***Added Value***

Undertone values the partnership it has developed with NHTSA and has committed to run \$150,000 in free media in order to further the reach of Heatstroke messaging. This represents 150% of the paid media schedule.

The above high-impact units will deliver a total of **6.3 million paid** and **14.4 million added value impressions** throughout the campaign. In total, Undertone will deliver **20.8 million impressions**.

### **Paid Social Media**

To drive retention of the Heatstroke message during the campaign, NHTSA will promote content across Facebook and Instagram, driving video views across platforms. Reach and impressions will be used as secondary key performance indicators to measure efficiency.

Facebook and Instagram will use demographic targeting to reach all users identified as parents with children aged 2 and under in the top-indexing states. Depending on performance, additional parenting interests targeting 25- to 44-year-old users may be included over the course of the campaign. Within the audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach and retention of Heatstroke messaging.

The general market plan will generate an estimated **14.5 million total impressions**.

## **Spanish-Language Digital**

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### **Over-the-Top/Connected Television (OTT/CTV)**

#### ***The Trade Desk-Hulu***

By using Hulu, NHTSA will receive increased incremental reach to those using streaming TV offerings, or full episode players. The OTT/CTV plan includes video spots as well as premium slates promoting NHTSA's message when a user selects a program.

The Hulu plan will deliver more than **1.1 million impressions**.



## **Digital Video/Online Video (OLV)**

### ***The Trade Desk Open Exchange***

OLV will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV also will be mobile-heavy to reach the target audience on the device they use the most. Using The Trade Desk for OLV will allow for real-time optimizations to reduce frequency, preventing waste and increasing reach by achieving an efficient frequency around six to eight times across all tactics.

The Spanish-language plan will deliver an estimated **1.9 million paid impressions**.

### ***YouTube***

YouTube will be run in-house through an internal Google team to maintain a cost-effective cost per completed view (CPCV) and ensure brand safe placement. YouTube videos are bought on a CPCV, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps deliver the message to users at a higher frequency but doesn't incur costs for those who skip the videos.

YouTube will deliver **1.7 million paid impressions**.

### ***Atmosphere TV***

Atmosphere TV is a streaming TV service for businesses. The plan includes video at locations that over-index for the target audience, including office buildings and break rooms, pediatrician and medical waiting rooms, and gym/health clubs.

The Spanish-language Atmosphere TV plan will deliver **500,000 impressions**.

## **Publisher Direct**

### ***HCode Media***

With a fully integrated offering including proprietary first-party data, 375+ publisher partners and more, HCode has an innovative, one-stop solution for reaching over 32 million U.S. Hispanics digitally each month. Together with NHTSA, HCode will reach the Hispanic audience and drive awareness to help reduce heatstroke-related fatalities with a media mix of both display and video.

This will result in **4.2 million impressions**.

## **Display**

### ***The Trade Desk***

The digital plan will leverage The Trade Desk to increase reach and frequency at scale. Display banners will be served to the target demographic through The Trade Desk for potential CPM savings and full transparency into programmatic buys, controlling frequency across channels run in the platform. The targeting for programmatic display will include Spanish-speaking Hispanic adults, and will be mobile-only, as that is the device the demographic uses most frequently and is the last touchpoint before getting into a car.

Mobile display will deliver more than **6.6 million impressions**.

### **Paid Social Media**

As with the general market plan, Spanish-language paid social will be used to drive message retention of the Heatstroke message during the campaign by leveraging the video view objective on Facebook and Instagram.

The Spanish-language paid social media plan will generate an estimated **4.1 million total impressions**.

# Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
<b>Radio</b>				<b>Total: 338,213,846</b>
General Market	AccuWeather	50,162,000	23,340,000	73,502,000
General Market	iHeartMedia	12,592,040	15,846,706	28,438,746
Spanish	SBS Aire	25,031,000	17,346,000	42,377,000
Spanish	Univision	11,312,400	-	11,312,400
GM/Spanish	Westwood One*	127,588,900	54,994,800	182,583,700
<b>Display (Direct)</b>				<b>Total: 37,623,007</b>
General Market	Amazon	21,855,743	-	21,855,743
Spanish	HCode	4,290,823	-	4,290,823
General Market	Meredith	2,120,380	-	2,120,380
General Market	The Weather Channel	9,356,061	-	9,356,061
<b>Display</b>				<b>Total: 27,513,841</b>
GM/Spanish	The Trade Desk	6,687,500	-	6,687,500
General Market	Undertone	6,361,540	14,464,801	20,826,341
<b>OTT/CTV</b>				<b>Total: 4,027,920</b>
General Market	The Trade Desk-Hulu	2,891,556	-	2,891,556
Spanish	The Trade Desk-Hulu	1,136,364	-	1,136,364
<b>Digital Video/OLV</b>				<b>Total: 25,278,050</b>
General Market	YouTube	10,064,240	-	10,064,240
Spanish	YouTube	1,749,067	-	1,749,067
General Market	The Trade Desk	3,708,333	-	3,708,333
Spanish	The Trade Desk	1,923,077	-	1,923,077
General Market	Atmosphere TV	2,333,333	5,000,000	7,333,333
Spanish	Atmosphere TV	500,000		500,000
<b>Paid Social Media</b>				<b>Total: 18,673,979</b>
General Market	Facebook, Instagram	14,548,566	-	14,548,566
Spanish	Facebook, Instagram	4,125,413	-	4,125,413
<b>GRAND TOTALS</b>		<b>320,338,336</b>	<b>130,992,307</b>	<b>451,330,643</b>

\*Includes Westwood One Spanish-language bonus

# State-Level Campaign Extensions

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The state-level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

## Radio

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Due to the length of the advertising period, radio weight levels will be at lower levels. This leaves room for local market efforts to boost this weight with supplemental investment in radio. Also, the national plan includes limited podcasts; state plans can look for opportunities to increase the use of this medium.

Large radio networks will be activated to achieve the campaign goals. State plans can consider allocating radio budgets to regionally or locally owned radio stations that perform well with the target audience. The states may want to use their local radio media budget toward engaging local radio personality influencers to extend the reach of the campaign. They may also use other audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as SoundCloud, TuneIn and [Radio.com](https://www.radio.com). Moving that budget into non-audio opportunities is a possibility as well.

## Digital

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The digital and social efforts will geotarget the 18 states listed in Figure 3. There is room for local efforts to boost this delivery in the 18 states, as well as the remainder of the country, as states see fit.

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the publisher sites that are created to reach the target geotargeted by market or engaging a programmatic digital effort to increase reach and frequency. YouTube or Hulu could be activated to run the video being created for this year's campaign.

## Rural Markets

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Americans that live in rural areas have made large gains in adopting digital technology, but they remain less likely than urban- or suburban-dwelling adults to have home broadband or own a smartphone. States where data indicates that there is an increased danger for children in rural areas should pay special attention to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with more traditional buys.

# Glossary

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## Radio

**Audio Streaming:** Delivering real-time audio through a network connection.

**Audio Tweet:** Audio tweets are :05 messages that are embedded into programming and not commercial breaks.

**Terrestrial:** Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

**Smart Speaker:** An internet-enabled speaker that is controlled by spoken commands and is capable of streaming audio content, relaying information and communicating with other devices.

## Digital

**Audience Targeting:** Using data points to target specific segments of the population based on their demographics, interests and behaviors.

**Digital Direct Marketing:** The electronic delivery of relevant communications to specific recipients. DDM uses email, websites and services in the same way that direct marketing in the physical world uses the postal service.

**Geotargeting:** A method that enables advertisers to display (or prevent the display of) an ad specifically to visitors based on zip code, area code, city, DMA, state and/or country derived from user-declared registration information or inference-based mechanism. Relevant to both desktop and mobile data devices.

**Programmatic Digital:** Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

**Remarketing:** Also referred to as retargeting, it is a tactic that involves showing ads to people who have visited a certain location, visited a website or used a mobile app.

## Overall

**Flight:** Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

**Reach:** The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

**Frequency:** The number of times you touch each person with your message.